Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.   (Currently Amended) A method of providing remote users with a centralized polling environment, comprising the steps of:

creating polls;

archiving said polls in a storage area;

searching said archived polls to provide a selected set of said polls;

placing one of said selected polls in a Web page;

delivering said Web page to permit user viewing and interaction with said one of selected polls in real time; and

building a profile for one of said users based on said interaction.

2.   (Original) The method according to Claim 1, wherein said creating step further comprises forming a question and a plurality of possible answer choices for each of said polls.

3.   (Original) The method according to Claim 1, wherein said archiving step further comprises seeking and obtaining approval based on contents of each of said polls.

4.   (Original) The method according to Claim 3, wherein said archiving step further comprises rating and indexing said contents according to predefined guidelines.

5.   (Original) The method according to Claim 1, wherein said searching step further comprises searching for matching terms within poll content descriptors associated with respective ones of said archived polls.

6.   (Original) The method according to Claim 5, wherein said searching step further comprises defining said matching terms according to a marketing campaign.

7.   (Original) The method according to Claim 1, wherein said placing step further comprises embedding a reference link within said Web page.

8.   (Original) The method according to Claim 7, wherein said placing step further comprises embedding said reference link written in JavaScript.

9.   (Original) The method according to Claim 1, wherein said placing step further comprises positioning said one of said selected polls in a predefined area on said Web page.

10.   (Original) The method according to Claim 1, wherein said delivering step further comprises refreshing said Web page and providing results of said one of selected polls within said Web page.

11.   (Original) The method according to Claim 1, wherein said building step further comprises embedding a tag on a user computer.

12.   (Original) The method according to Claim 11, wherein said building step further comprises embedding a tag comprising a cookie.

13.   (Original) The method according to Claim 11, wherein said building step further comprises keeping a record of said interaction.

14.   (Original) The method according to Claim 13, wherein said building step further comprises archiving said record in a second storage area.

15.   (Currently Amended) A computer-implemented system for delivering information to users, comprising:

an application server connected to a network, said application server coupled to a database comprising an archive of polls, said application server being responsive to requests from a user computer of said network for particular polls from said database;

a Web host connected to said network and comprising a Web server and a second database, said Web server being responsive to request messages from a user computer for a particular Web page to thereby deliver said particular Web page selected from said second database to said user computer, said particular Web page containing a reference link to polls archived said first database; and

an administrative processor coupled to said application server, said administrator processor executing instructions to provide the functions of:

creating new polls;

archiving said new polls in said first database;

searching said archived polls based on predefined search criteria to provide a selected set of said polls;

placing one of said selected polls in a Web page;

delivering said Web page to permit user viewing and interaction with said one of selected polls in real time; and

building a profile for one of said users based on said interaction.

16. (Original) The system according to Claim 15, wherein said creating function further comprises forming a question and a plurality of possible answer choices for each of said new polls.

17. (Original) The system according to Claim 15, wherein said archiving function further comprises seeking and obtaining approval based on contents of each of said new polls.

18. (Original) The system according to Claim 17, wherein said archiving function further comprises rating and indexing said contents according to predefined guidelines.

19.   (Original) The system according to Claim 15, wherein said searching function further comprises searching for matching terms within poll content descriptors associated with respective ones of said archived polls.

20.   (Original) The system according to Claim 19, wherein said searching function further comprises defining said matching terms according to a marketing campaign.

21.   (Original) The system according to Claim 15, wherein said placing function further comprises embedding a new reference link within said Web page.

22.   (Original) The system according to Claim 21, wherein said placing function further comprises embedding said new reference link written in JavaScript.

23.   (Original) The system according to Claim 15, wherein said placing function further comprises positioning said one of said selected polls in a predefined area on said Web page.

24.   (Original) The system according to Claim 15, wherein said delivering function further comprises refreshing said Web page and providing results of said one of selected polls within said Web page.

25.   (Original) The system according to Claim 15, wherein said building function further comprises embedding a tag on said user computer.

26.   (Original) The system according to Claim 25, wherein said building function further comprises embedding a tag comprising a cookie.

27.   (Original) The system according to Claim 25, wherein said building function further comprises keeping a record of said interaction.

28.   (Original) The system according to Claim 27, wherein said building function

further comprises archiving said record in said first database.